

**Title 27: Personnel**

**Part 210: PERS, Regulations for Retirement Plans Administered by the Board of Trustees**

**Chapter 41: PERS Marketing Policy and Guidelines - Deferred Compensation Plan**

**100 Purpose**

The purpose of this regulation is to provide enrollment guidelines for the Third Party Administrator to be used in presenting information to and enrolling employees in the Deferred Compensation Plan.

**101 Objective of guidelines**

The marketing objective is to provide eligible employees a clear understanding of the Deferred Compensation Plan as a supplement to the PERS Retirement Plan. In order to assure that all eligible employees have all the information needed to make informed and unbiased decisions, they should be encouraged to attend group meetings and talk to their Deferred Compensation Registered Representative.

**102 Responsibilities of PERS and the Deferred Compensation Plan Administrator**

The Deferred Compensation Plan Administrator should be furnished a list of all new eligible employees' names and addresses on an annual basis. The Deferred Compensation Administrator should be permitted to contact the eligible employee at work, by phone or by mail, to request a mutually agreed upon time for a personal presentation, if the eligible employee desires such a meeting and/or is unable to attend a group meeting in his agency. No high pressure sales methods will be applied by the Deferred Compensation Registered Representatives. All presentation materials presented to eligible employees by the Deferred Compensation Registered Representatives will be reviewed and approved by PERS. This is to include all sales material and video or slide presentations.

1. During any personal presentations, the Deferred Compensation Registered Representative may provide the eligible employee with written comparative material and computer projections to help the employee determine if Deferred Compensation is beneficial to them.
2. Full and complete provision disclosure under the various investment vehicles as required by the NASD shall be made.

**103 Guidelines**

The Deferred Compensation Registered Representatives will work within the following marketing guidelines set forth by PERS.

1. PERS has the authority over coordination of the Deferred Compensation marketing effort.
2. The employer has the ultimate responsibility for informing each employee of his/her eligibility for the Deferred Compensation Plan. The Deferred Compensation Administrator will assist in meeting this requirement through

group meetings sponsored by the employer and conducted by the Deferred Compensation Administrator at least once a year. Representatives of the Plan will be available for these group meetings and/or additional meetings as requested by the employer or PERS.

3. Each eligible employer will provide the Deferred Compensation Administrator with the name(s) or the contact person(s) by department or location. In turn, the Deferred Compensation Administrator will provide the employer contacts with the names of their respective Deferred Compensation Registered Representatives. Once each year, the employer will furnish the Deferred Compensation Administrator with the names, addresses and phone numbers of new eligible employees.
4. The Deferred Compensation Administrator's representatives may contact eligible employees through brochure distribution, mail-outs, at employer sponsored meetings, or through telemarketing scheduling.
5. Gifts or any other monetary award or gratuity to employees or employers under the Deferred Compensation Plan contract are strictly prohibited.
6. No products other than PERS authorized Deferred Compensation products may be marketed by the Deferred Compensation Administrator's representatives.
7. PERS must approve all company sales literature and explanatory materials before any such materials may be distributed to employees in any way.
8. Each employer will make available to eligible employees the approved plan literature with the telephone numbers including the WATS line number of the Deferred Compensation Administrator.

**(History: Adopted September 6, 1991; reformatted August 1, 2007)**